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April
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1997

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Federal Communications Commission
Office of Secretary

OUR FILE NUMBER

294,500-005
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VIA SAME-DAY HAND DELIVERY

Mr. William F. Caton
Acting Secretary
Federal Communications Commission
1919 M Street, N.W., Room 222
Washington, D.C. 20554

Re: Ex Parte Presentation in MM Docket No. 95-176

Dear Mr. Caton:

On behalf of The Game Show Network, L.P. ("GSN"), the undersigned are hereby filing this letter with the Commission in accord with 47 C.F.R. § 1.1206(a). On April 15, 1997, Russell Myerson and Kim Cunningham of GSN and the undersigned counsel met with the following: Ms. Marsha J. MacBride, Legal Advisor to Commissioner Quello; Ms. Anita L. Wallgren, Legal Advisor to Commissioner Ness; Ms. Suzanne Toller, Legal Advisor to Commissioner Chong; and several representatives of the Cable Services Bureau, including Meredith J. Jones, Chief; William H. Johnson, Deputy Chief; Marcia Glauber, Supervisory Statistician; John Adams, Attorney; Alexis Johns, Attorney; Pam Gregory, Representative, Disabilities Issues Task Force; JoAnn Lucanik, Chief, Policy and Rules Division; and Meryl Icove, Legal Advisor. Pursuant to 47 C.F.R. § 1.1206(a)(2), the following summarizes the data and arguments presented at each of these meetings.

These meetings covered two key issues. First, GSN discussed the staggering financial burden it would suffer if it were required to caption a large percentage of its library programming. As a start-up enterprise, GSN needs to focus its resources primarily on

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gaining carriage for its network and could not sustain the huge costs of close captioning its 50,000 volume library. Second, GSN explained why close captioning its interactive game shows would make those programs substantially incomprehensible. In particular, GSN demonstrated that captions would obstruct visual material critical to understanding and enjoying these shows and that hearing-impaired viewers would not be able to follow its live game shows even with captions, because of the speed with which the answer choices change and the games progress. GSN also discussed its current efforts to increase the amount of closed-captioned programming on its network, including the addition to its schedule of two new children's programs that will be closed captioned, Wheel of Fortune 2000 and Junior Jeopardy.

Visual materials presented at each of the meetings are attached hereto as Exhibit A. An original and two copies of this letter are being submitted to the Secretary's office. An additional copy is submitted to be date-stamped. Please return the date-stamped copy to the courier for delivery to the undersigned.

Any questions regarding this filing should be referred to the undersigned.

Respectfully submitted,



John E. Welch
Jessica Davidson Miller

Counsel to The Game Show Network, L.P.

Enclosures

Page 3 - Mr. William F. Caton - April 16, 1997

cc: Ms. Marsha J. MacBride
Ms. Anita L. Wallgren
Ms. Suzanne Toller
Ms. Meredith J. Jones
Mr. William H. Johnson
Ms. Marcia Glauberman
Mr. John Adams
Ms. Alexis Johns
Ms. Pam Gregory
Ms. JoAnn Lucanik
Ms. Meryl Icove

Mr. Russell Myerson
Ms. Kim Cunningham

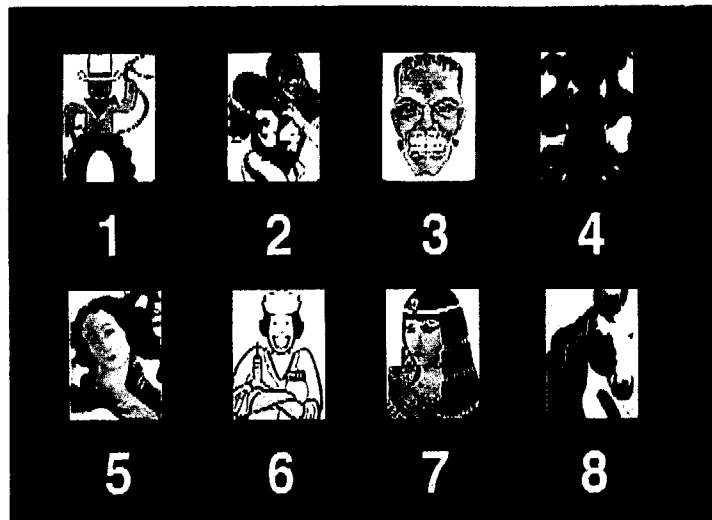
EXHIBIT A

**VISUAL MATERIALS PRESENTED IN CONNECTION WITH
EX PARTE PRESENTATION BY THE GAME SHOW NETWORK, L.P.**

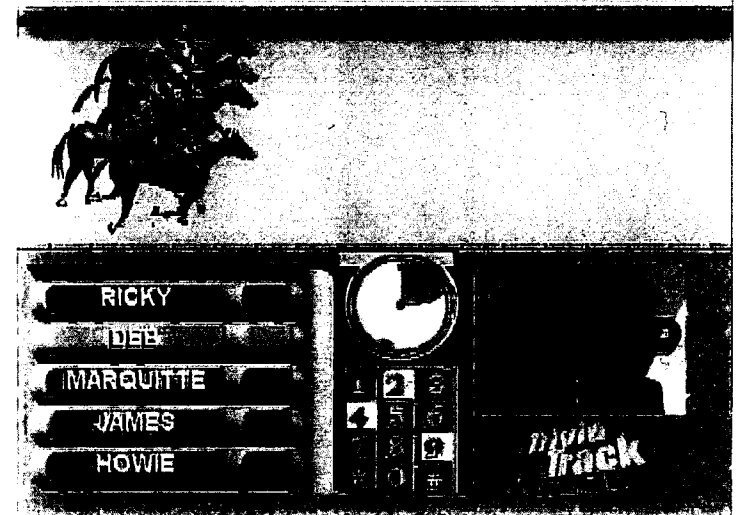
April 16, 1996

MM Docket No. 95-176

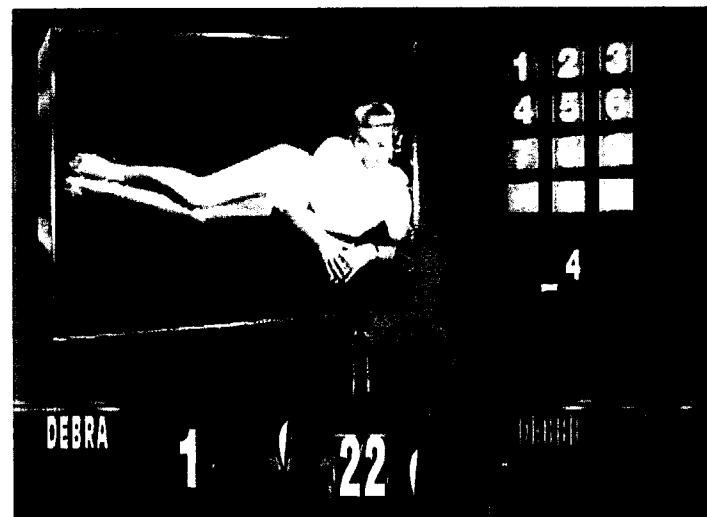
GAME SHOW NETWORK'S
INTERACTIVE GAME SHOWS



SUPER DECADES



TRIVIA TRACK



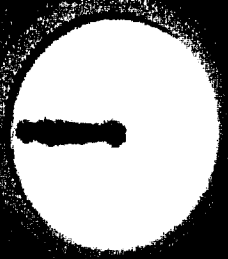
RACE FOR THE NUMBERS



Joe

Joe

YOLANDA



1 2 3

This is an example of closed captioning.
The words cover up the players' names &
answers, plus some of the keypad.

This is an example of closed captioning.
The words cover up the horses racing,
which is essential to the game



Joe

YOLANDA

YOLANDA

SCRATCH

1

2

3

4

5

6

7

8

9

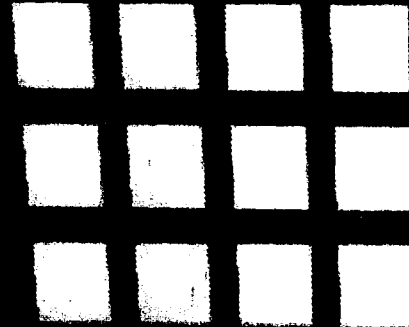
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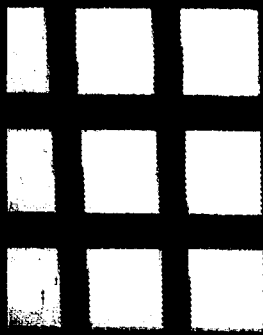
1

trivia track



RIAPR 11
This is an example of closed captioning.
The words cover the players' names &
scores, as well as the clock.

This is an example of closed captioning.
The words cover up the photo & keypad,
which are essential to the game



RACER B

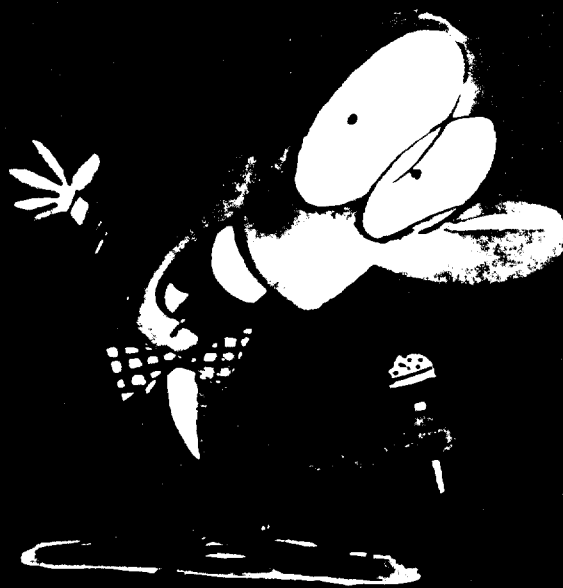
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4

When your customers play...



What'll you win?
We're glad you asked.

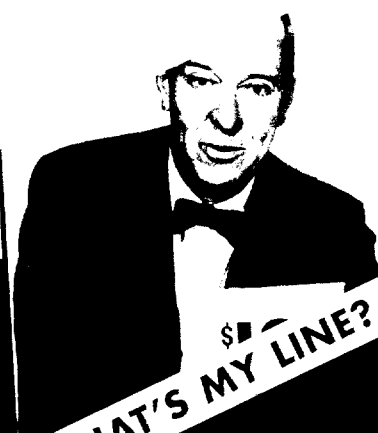




PASSWORD



JEOPARDY!



WHAT'S MY LINE?

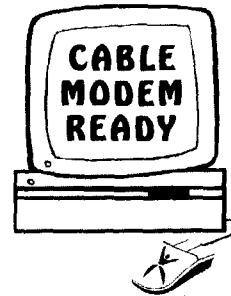


THE GONG SHOW

WE'RE CABLE MODEM READY.

*If you have a cable modem,
have we got news for you!*

*All of our new long-form
game shows will be:*



That means that viewers with computers and cable modems will be able to play along with the contestants on-screen in a graphically rich, fun and compelling competition on-line! Plus, we will offer extraordinary prize opportunities for our on-line players that will bring them back to play day after day.

Speaking of on-line, GAME SHOW NETWORK's World-Wide Web site receives almost one million hits each month, and over half of those visits are to play our on-line versions of *Wheel of Fortune* and *Jeopardy!*. No other web site offers these interactive versions of our signature games. Game show fans can also tour our virtual stage, download sights and sounds, see demonstrations of live streaming video, get details on our wide range of original programming and much more. It's another example of GAME SHOW NETWORK's cutting edge interactive entertainment.

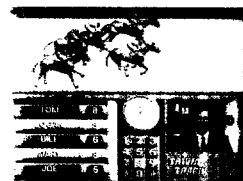
ORIGINAL INTERACTIVE GAMES.

SUPER DECADES

A historical-based game show where contestants who know their history play against each other for fabulous prizes. *SUPER DECADES* contestants play from the comfort of their homes using their telephone keypads in a free, interactive competition. The winners of each round square off in "Dueling Decades" for the right to be crowned champion for the day. Each day's champion plays for a progressive jackpot in the nail-biting end game called "Final Decades".



A live, interactive half-hour game based on a horse race. Five contestants compete head-to-head by answering number-based trivia questions with their telephone keypad. Pressing the correct answer on their keypad will advance their horse down the track in a ten furlong race. The horses are in 3-D, with the real-life sounds of a horse race. The winners of the first two games play to go on to compete in the Triple Crown Finals. Contestants try to land on squares containing one to two "crowns". The first contestant to receive three crowns wins the game.



Viewers want the type of exciting, interactive programming that GAME SHOW NETWORK offers.

Our interactive games could not be any easier for our viewers. It's really as simple as:

WATCH, PLAY AND WIN!

Our viewers WATCH GAME SHOW NETWORK to register to play our games. They only need to register once to be a player forever. The registration process allows us to create a detailed profile of our players, and is absolutely free.

When it's time to PLAY, we show a toll-free 800 telephone number on the screen. Viewers are then encouraged to call that number and vie to be selected to play live on the air. Contestant selection can be as broadly defined as every eligible player or narrowly focused to a specific cable company, area code, zip code, state or region.

Nothing is better than television that's live, interactive and FREE! That's why *thousands* of people try out *every day* for the chance to WIN big on GAME SHOW NETWORK.

OUR VINTAGE SHOWS ARE KINDA LIKE GOING BACK TO SCHOOL... AND ONLY STUDYING THE COOL STUFF.



Sure game shows are exciting, but GAME SHOW NETWORK does more than just excite – it educates as well. Vintage game shows are like mini history lessons – thirty minute doses of American pop culture. Shows like *To Tell the Truth* and *I've Got a Secret* expose viewers to cultural and historical events from the past five decades.

It's like an exciting, interactive history lesson... that adds to your bottom line.

When you team up with GAME SHOW NETWORK you increase your returns while supporting education. Take advantage of local branding opportunities and increase consumer awareness by co-sponsoring such local events as high school "Academic Decathlons" or special *DECADES* and *TRIVIA TRACK* competitions.



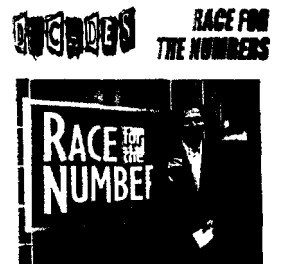
ORIGINAL PROGRAMMING.

GAME SHOW NETWORK produces unique, *original* shows that provide an exciting look into the entire world of games. Viewers get special behind-the-scenes interviews with game show celebrities, entertaining “best of” reviews highlighting exciting and hilarious game show moments, and much more.

Just take a look at our line-up:



A live, daily thirty minute celebration of game shows including backstage tours of your favorite shows, celebrity and contestant interviews and live, interactive trivia games where viewers can watch, play, and win great prizes.



A daily review of the best moments from all of the game shows currently airing on the networks, syndication and cable. You'll see the biggest wins and the funniest moments from the world of game shows in this fast-paced showcase.

GAME SHOW NETWORK also features the kind of special themed programming that viewers are looking for:

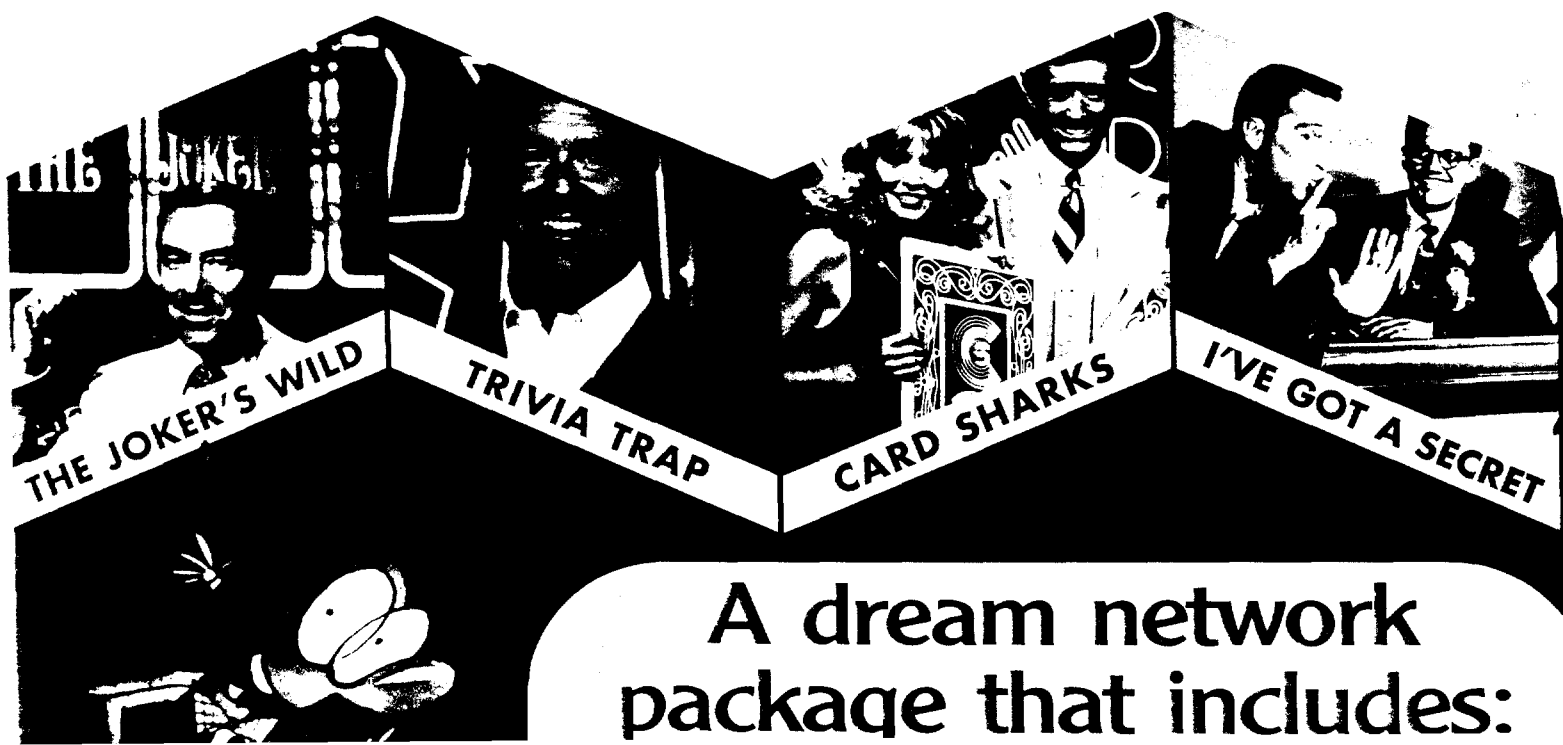


Our weekly two-hour original anthology series is set to specific game show “themes” such as musical legends, famous comedians, baseball heroes, sex symbols, series anniversaries, and many more.



A weekly hour-long celebration of the celebrity themed episodes of the *Family Feud*. The program features all-star families of stage, screen, and comedy engaged in hilarious competition.

We also produce a number of unique game show celebrations featuring salutes to holidays, milestones in television and sports, and engaging star-studded festivals.



A dream network
package that includes:

WE'VE CORNERED THE MARKET.



FAMILY FEUD



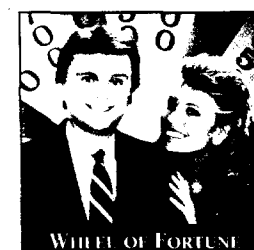
\$10,000 PYRAMID



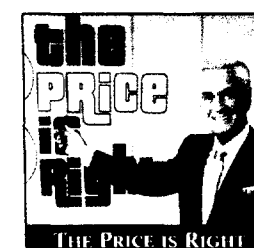
THE NEWLYWED GAME



TO TELL THE TRUTH



WHEEL OF FORTUNE



THE PRICE IS RIGHT

GAME SHOW NETWORK brings exciting interactive games to viewers each and every day!

With a touch-tone telephone, viewers can play for BIG prizes, absolutely FREE. We've already given away millions of dollars worth, and our prize locker keeps getting bigger and bigger.

GAME SHOW NETWORK's program schedule is designed to captivate our viewers with spirited competition, celebrity appearances, laughter, drama and emotion.

In the mornings, we schedule the most competitive games ever created, including *Tic Tac Dough*, *Wheel of Fortune*, *Jeopardy!* and *The Price is Right*.

In the afternoons we lighten things up with comedy games such as *The Dating Game* and *The Newlywed Game*.

At night, we run vintage programming that features the games and stars that appeared in primetime during the 1950's and the 1960's. This daypart is called PRIME GAMES.

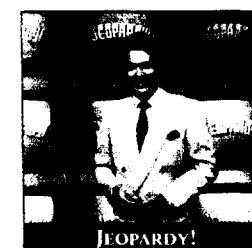
Our library includes over **50,000** episodes of some of the best-loved shows of all time, and our inventory is constantly growing. That gives us something no other programming supplier can claim – virtual ownership of an entire programming category.



I'VE GOT A SECRET



PASSWORD



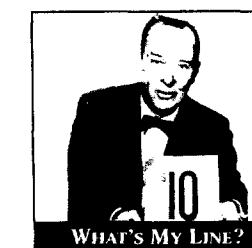
JEOPARDY!



MATCH GAME

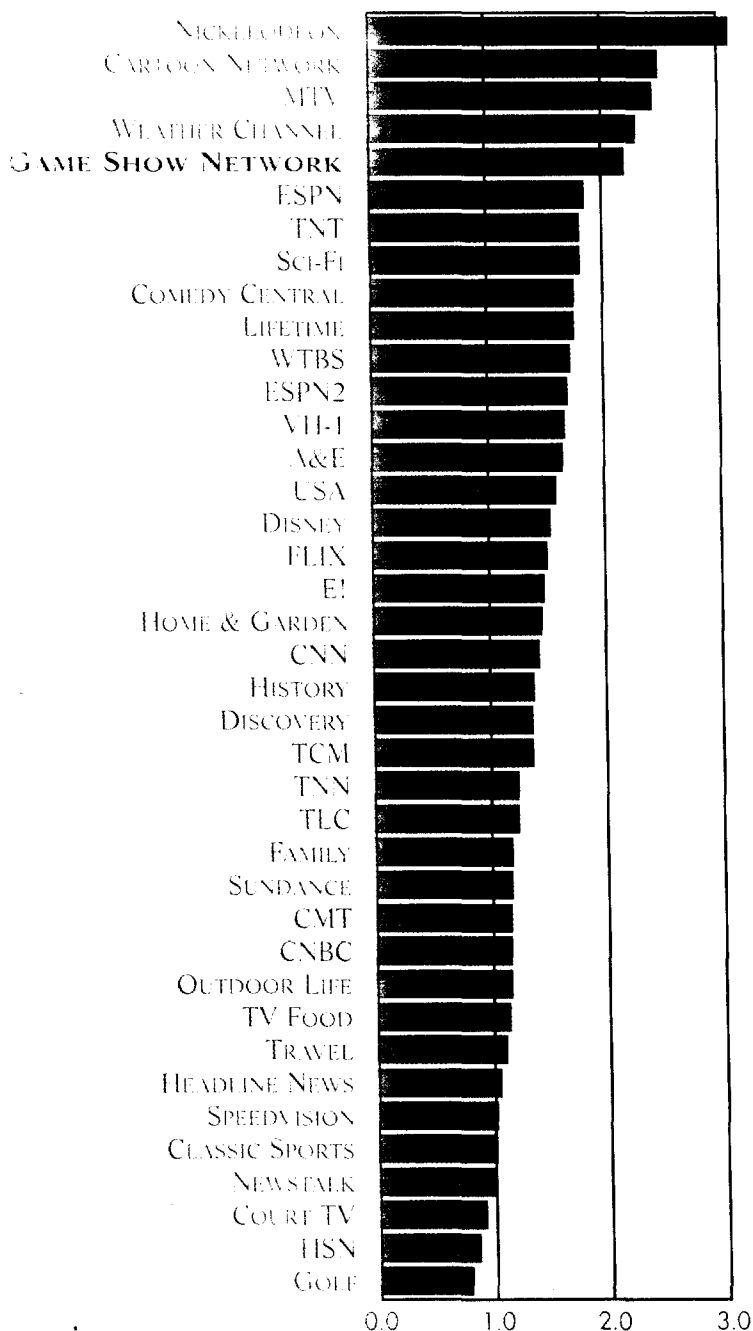


THE DATING GAME



WHAT'S MY LINE?

OUR RATINGS? JUST LOOK AT THE NUMBERS.



FUTUREVISION VIEWERSHIP SCALE
(AVG. DETs/DET UNIVERSE)

Actual electronic polling of viewers' set-top boxes (Digital Entertainment Terminals – DET)^{*} ranks GAME SHOW NETWORK 5th in viewership out of 39 competing basic cable networks, beating out ESPN, TNT, CNN, Lifetime and many others.^{*}

Of *new* networks, GAME SHOW NETWORK is the top performer by a wide margin, easily outdistancing networks like the History Channel, Home & Garden, Classic Sports and TV Food. When ranked against all 70 channels in the study – a comparison that included broadcast and premium networks – GAME SHOW NETWORK ranked an impressive 15th in viewership.^{*}

The response has been overwhelming. GAME SHOW NETWORK recently received *outstanding* viewer response from people (age 12 and over) who'd viewed the network.^{**}



OVERALL NETWORK RATING

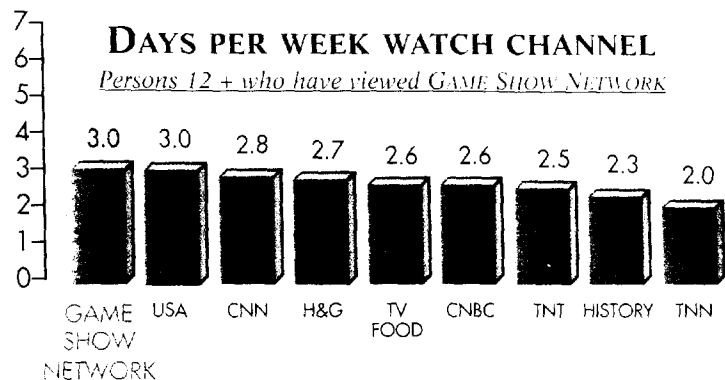
The numbers tell the story. GAME SHOW NETWORK delivers.

^{*}FutureVision Viewer Statistics: Tom's River, New Jersey, June, 1996.

^{**}Source: ASI Survey, August, 1996.

HERE'S HOW YOU CASH IN.

GAME SHOW NETWORK's live, interactive games are viewer magnets – increasing viewer loyalty and retention. When asked how many days per week they watched GAME SHOW NETWORK, viewers responded with one of the highest numbers among all basic cable networks.*



Advertisers love game shows. Game show inventory sells out quickly and attracts an excellent cost per point/spot. *Wheel of Fortune* and *Jeopardy!* alone generate over \$500 million annually in local ad sales. That's more than CNN.

Advertisers are attracted to the non-controversial nature of game show programming. In fact, many advertisers believe that game shows will be their successful link to the future of interactive television.

And game show viewers have proven buying power. They have higher "Household Ratings" than comedies, dramas, news magazines... even talk shows.**

The numbers say it all. GAME SHOW NETWORK dominates in viewer "tune-in" and customer satisfaction.

*Source: ASI Survey August, 1996.

**Source: Nielsen Audience Demographics, February, 1996.

ADDED VALUE.

GAME SHOW NETWORK means marketing opportunities. As part of the **Sony** team, we provide sponsorship and tie-in opportunities that allow your local advertisers to leverage some of the world's most powerful brand names.

- ✧ **Live remotes of original programs**
- ✧ **Celebrities for promotional efforts**
- ✧ **Innovative and customizable advertising sales programs**
- ✧ **And much more!**

Partner yourself with the team that branded *Wheel of Fortune*, *Jeopardy!*, *The Nanny* and *Mad About You*, just to name a few. GAME SHOW NETWORK offers you several opportunities for local branding.

- ✧ **National on-air visibility when you sponsor Dedicated Games**
- ✧ **Live, interactive games played by your customers**
- ✧ **Live, on-air "welcomes" during *GAME TV* and *PRIME GAMES***
- ✧ **Contests and promotions featuring Sony products**

(such as electronic equipment, studio tours, tickets for tapings of live game shows and television programs and more)



FAMILY FEUD



MATCH GAME

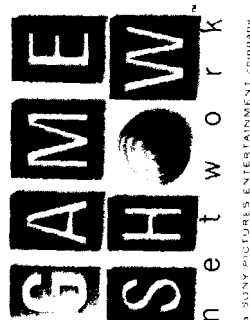


TO TELL THE TRUTH



WHEEL OF FORTUNE

PROGRAM SCHEDULE



ET	MONDAY - FRIDAY	SATURDAYS	SUNDAYS	PT
7:00 AM	Blockbusters	To Tell The Truth	To Tell The Truth	4:00 AM
7:30 AM	Child's Play	What's My Line?	What's My Line?	4:30 AM
8:00 AM	Game TV	Beat The Clock	Beat The Clock	5:00 AM
8:30 AM	Trivia Track	Child's Play	Child's Play	5:30 AM
9:00 AM	Price Is Right	Price Is Right	Price Is Right	6:00 AM
9:30 AM	Family Feud	Trivia Track	Trivia Track	6:30 AM
10:00 AM	Match Game-Syndication	Blockbusters	Blockbusters	7:00 AM
10:30 AM	Super Password	Now You See It	Now You See It	7:30 AM
11:00 AM	Wheel Of Fortune	Card Sharks	Card Sharks	8:00 AM
11:30 AM	Jeopardy!	Game TV	Game TV	8:30 AM
NOON	Game TV	GameWorld	GameWorld	9:00 AM
12:30 PM	Card Sharks	GameWorld	GameWorld	9:30 AM
1:00 PM	GameWorld	GameWorld	GameWorld	10:00 AM
1:30 PM	Tattletales	GameWorld	GameWorld	10:30 AM
2:00 PM	To Tell The Truth	GameWorld	GameWorld	11:00 AM
2:30 PM	What's My Line	GameWorld	GameWorld	11:30 AM
3:00 PM	Newlywed Game	GameWorld	GameWorld	NOON
3:30 PM	Dating Game	GameWorld	GameWorld	12:30 PM
4:00 PM	Family Feud Challenge	GameWorld	GameWorld	1:00 PM
4:30 PM	Joker's Wild	GameWorld	GameWorld	1:30 PM
5:00 PM	Tic Tac Dough	GameWorld	GameWorld	2:00 PM
6:00 PM	Price Is Right-Anthology	GameWorld	GameWorld	2:30 PM
6:30 PM	GameWorld	GameWorld	GameWorld	3:00 PM
7:00 PM	Super Decades	GameWorld	GameWorld	3:30 PM
7:30 PM	Match Game	GameWorld	GameWorld	4:00 PM
8:00 PM	Family Feud	GameWorld	GameWorld	4:30 PM
8:30 PM	Trivia Track	GameWorld	GameWorld	5:00 PM
9:00 PM	I've Got A Secret	GameWorld	GameWorld	5:30 PM
9:30 PM	Price Is Right	GameWorld	GameWorld	6:00 PM
10:00 PM	Trivia Track	GameWorld	GameWorld	6:30 PM
10:30 PM	What's My Line	GameWorld	GameWorld	7:00 PM
11:00 PM	To Tell The Truth	GameWorld	GameWorld	7:30 PM
11:30 PM	Password	GameWorld	GameWorld	8:00 PM
12:00 AM	Tattletales	GameWorld	GameWorld	8:30 PM
12:30 AM	GameWorld	GameWorld	GameWorld	9:00 PM
1:00 AM	Card Sharks	GameWorld	GameWorld	9:30 PM
1:30 AM	Game TV	GameWorld	GameWorld	10:00 PM
2:00 AM	Price Is Right	GameWorld	GameWorld	10:30 PM
2:30 AM	Wheel Of Fortune	GameWorld	GameWorld	11:00 PM
3:00 AM	Jeopardy!	GameWorld	GameWorld	11:30 PM
3:30 AM	Newlywed Game	GameWorld	GameWorld	12:00 AM
4:00 AM	Dating Game	GameWorld	GameWorld	12:30 AM
4:30 AM	Body Language	GameWorld	GameWorld	1:00 AM
5:00 AM	Beat The Clock	GameWorld	GameWorld	1:30 AM
5:30 AM	Card Sharks	GameWorld	GameWorld	2:00 AM
6:00 AM	Now You See It	GameWorld	GameWorld	2:30 AM
6:30 AM		GameWorld	GameWorld	3:00 AM
		GameWorld	GameWorld	3:30 AM

APRIL 1997

COLOR BLOCKS INDICATE ORIGINAL PROGRAMMING

Program schedule subject to change.

**GAME
SHOW
NETWORK**

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